



Advertising in the 2008 Official Idaho Travel Guide

Produced annually, the Official Idaho State Travel Guide is the definitive planning resource for travelers interested in experiencing the best of Idaho. With its descriptive editorial, photography, and comprehensive lodging and event listings, the guide is invaluable for travelers wanting to know what the state has to offer.

As part of Idaho's travel and tourism industry, advertising in the Idaho Travel Guide provides a more complete view of the state's travel product, and exposes your business to an audience that's seeking specific Idaho travel information and is ready to book a trip.

Here are four reasons why advertising in the Travel Guide can benefit your business or organization:

1. It reaches more than 650,000 qualified readers.

The Guide is put directly in the hands of potential travelers that have requested it, as a result of calling 1-800-VISIT-ID or ordering through the official tourism website, visitidaho.org.

2. Distributed nationally, internationally and online.

The Guide is distributed through Idaho chambers of commerce, visitor centers, plus selected regional, national, and international travel trade shows. In addition, the Guide is posted online at visitidaho.org.

3. Backed by a \$1.8 million campaign. The Official Idaho Travel Guide is the definitive information piece promoted through the Idaho Travel Council's ongoing tourism marketing program.

4. Flexible, affordable ad rates. Advertising rates in the Travel Guide are scaled to work for any size budget or business. Four-color in-column advertising in the guide's regional accommodations listings begin as low as \$199. Display and premium ad sizes are also available.

For rate information or questions, please contact Amanda Burgess at 208-342-0925, extension 1025. Or you can email Amanda at: aburgess@esdrake.com.

www.visitIDAHO.org
1 800 VISIT ID



TRAVEL GUIDE/ADVERTISING